

B. To the Claims

This listing of the claims will replace all prior versions, and listing, of claims in the application or previous response to office action:

1. (Currently Amended) A database server system, maintained by an application service provider (ASP), for a web-based lead generator system, which generates leads via the Internet for potential customers of a business enterprise other than the ASP, comprising:

a profiles generation process for providing customer profile data , comprising: a data acquisition process for extracting data from the enterprise's internal data sources, wherein the data sources comprise at least contact data and sales data associated with existing customers of the enterprise; a data mart for storing the extracted data; a chart repository for storing charts resulting from queries; **wherein each chart represents customer profile data of customers of the enterprises; and**

a prospects harvester process for searching unstructured Internet text sources for harvested leads to prospective customers who are discussing, in the text sources, products or services related to the enterprise's business offerings;

wherein the unstructured Internet text sources are at least one of the following: newsgroups, discussion forums, and mailing lists; and

a web server for receiving queries from the enterprise, for processing the queries by determining if any query matches a chart in the chart repository, and if not for generating a new chart in response to the query by accessing the data mart, and for delivering either a chart from the chart repository or the new chart to the enterprise, via a web browser;

wherein the web server is further operable to cross reference the customer profile data with the harvested leads and to provide results of the cross referencing to the enterprise via the web browser;

~~wherein the data acquisition process, the data mart, the chart repository the profiles generation process, the prospects harvester process,~~ and the web server are operated as a system by the ASP on behalf of the enterprise.

2. (Original) The server system of Claim 1, wherein the data mart stores data in accordance with OLAP-type specifications.

3. Cancelled.

4. Cancelled.

5. (Previously Presented) The server system of Claim 1, wherein the internal data sources are from contact management software operated by the enterprise.

6. (Previously Presented) The server system of Claim 1, wherein the internal data sources are from accounting software operated by the enterprise.

7. (Previously Presented) The server system of Claim 1, wherein the internal data sources are from ERP (enterprise resource planning) software operated by the enterprise.

8. Cancelled.

9. Cancelled.

10. (Currently Amended) A method, performed by an application service provider (ASP), of providing customer ~~profile data representing profiles~~ lead data for potential customers of a business enterprise other than the ASP, comprising:

providing customer profile data by extracting profile data from the enterprise's internal data sources, wherein the data sources comprise at least contact data and sales data associated with existing customers of the enterprise; storing the extracted data in a data mart; storing charts ~~resulting from queries~~ representing customer profile data in a chart repository; and providing access to the chart repository via a web server in communication with a web browser;

providing harvested prospects data by searching unstructured Internet text sources for harvested leads to prospective customers who are discussing, in the text sources, products or services related to the enterprise's business offerings;

wherein the unstructured Internet text sources are at least one of the following: newsgroups, discussion forums, and mailing lists;

wherein the web server receives queries from the enterprise, processes the queries by determining if any query matches a chart in the chart repository, and if not generates a new chart in response to the query by accessing the data mart, and delivers either a chart from the chart repository or the new chart to the enterprise;

wherein the web server further cross references the customer profile data with the harvested prospects data and provides results of the cross referencing to the enterprise via the web browser

wherein the method is performed by the ~~ASP-on-behalf-of-the-enterprise~~ via the web browser operated by the enterprise.

11. (Original) The server system of Claim 10, wherein the data mart stores data in accordance with OLAP-type specifications.

12. Cancelled

13. Cancelled

14. (Previously Presented) The server system of Claim 10, wherein the internal data sources are from contact management software operated by the enterprise.

15. (Previously Presented) The server system of Claim 10, wherein the internal data sources are from accounting software operated by the enterprise.

16. (Previously Presented) The server system of Claim 10, wherein the internal data sources are from ERP (enterprise resource planning) software operated by the enterprise.

17. Cancelled

18. Cancelled

19. (Previously Presented). The system of Claim 1, further comprising a query repository for storing predefined queries, and wherein the web server processes queries to determine if they match any of the stored predefined queries.

20. (Previously Presented) The system of Claim 1, wherein the charts are in a format from the group of: pie charts, bar charts, map views, or data views.

21. (Previously Presented) The system of Claim 1, wherein the web server delivers output to a customer profiles process maintained by the application service provider.

22. (Previously Presented) The system of Claim 1, wherein the web server further processes queries to determine if they are drill down requests.

23. (Previously Presented) The system of Claim 1, further comprising a user profiles database for storing query preferences of the enterprise.

24. (Previously Presented) The system of Claim 1, further comprising a user profiles database for storing output preferences of the enterprise.

25. (Previously Presented). The method of Claim 10, further comprising storing predefined queries in a query repository, and wherein the web server processes queries to determine if they match any of the stored predefined queries.

26. (Previously Presented) The method of Claim 10, wherein the charts are in a format from the group of: pie charts, bar charts, map views, or data views.

27. (Previously Presented) The method of Claim 10, wherein the web server delivers output to a customer profiles process maintained by the application service provider.

28. (Previously Presented) The method of Claim 10, wherein the web server further processes queries to determine if they are drill down requests.

29. (Previously Presented) The method of Claim 10, wherein the web server further accesses a user profiles database to determine query preferences.

30. (Previously Presented) The method of Claim 10, wherein the web server further accesses a user profiles database to determine output preferences.